

I am writing to you folks at the FCC to let you know that I believe as a very small market broadcaster (we have 1,152 permanent residents in Highlands, NC) that we certainly provide great localism and service to our little mountain village and the surrounding communities. We do so because we believe it is our responsibility and charge. I meet every week with the Mayor, town commissioners, Police Chief, and we keep our finger on the pulse of the town. We have our Mayor on a public affairs program once each week in prime time to answer questions from the public. We do not need to divert time and energy (and monies) to fill out reports and filings of what we do on a regular basis. It will take away from our ability to do what is needed for our community as we only have 3 employees besides my wife and I who own and operate the station. When the Town of Highlands needed a new fire truck for the volunteer fire department a few years ago, and was very short on funds, we raised a good portion of the money to purchase the new fire truck! We have raised thousands and thousands of dollars for worthy causes, from cancer patient needs to burned out families. The list goes on and on! We just recently ran our stations on two generators for four days, while the whole town had no electric power to get the emergency messages out, we helped to distribute water and ice to the community as most folks had neither. I personally, I'm the owner, worked on the air several nights untill 2 am and then retuned early the next morning to continue our live coverage. We have raised monies for the folks that lost their homes and all their possessions during the recent storms which tore through these mountains this hurrican season. We raised monies for the families of the five persons killed by Hurricane/Tropical storm Ivan here in our mountains. I have been in broadcasting over 40 years now, and it still makes me very proud to be able to provide a very valuable service that no other medium can during these types of emergencies. We do it every day whether it's a storm, fire or just the fund raising supper at the Highlands School for the Parent Teachers Organization It's what we do and we don't need reports or additonal paperwork to prove that we are doing what we should. To not serve our communitites very well locally, would be very foolish. For the FCC to require such reports and filings is a complete waste of our little stations valuable and limited resources, which I believe is very unnecessary. We are committed to localism, and I know that many other small market broadcasters like us serve their communitites equally well, and I would urge the Commision to not impose any more burdens on the Small Broadcasters across the country. We submitt these comments for the NOI on localism.

Respectfully,
Charles B. Cooper
owner-president
W H L C F M 104.5
HIGHLANDS, NC

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